

Research Citations for Neuromarketing and Consumer Research

BIOPAC data acquisition and analysis solutions are used in a variety of neuromarketing, neuroeconomic, and consumer research applications. BIOPAC provides researchers with advanced tools that allow them to measure physiology from any subject, anywhere, anytime. Below are a selected number of citations separated by research topics:

Consumer Research ([search online](#))

[Opening the “Black Box” of Electrodermal Activity in Consumer Neuroscience Research](#)

Lajante, M., et al. (2012). *Journal of Neuroscience, Psychology, and Economics*, 5, 4.

[Preliminary Evidence for the Neurophysiologic Effects of Online Coupons](#)

Alexander, V., Tripp, S., Zak, P. (2015). *Psychology & Marketing*, 32, 9.

[Disheartened Consumers: Impact of Malevolent Apparel Business Practices on Consumer’s Heart Rates, Perceived Trust, and Purchase Intention](#)

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[A Psychophysiological Approach for Measuring Response to Messaging: How Consumers Emotionally Process Green Advertising](#)

Martinez-Fiestas, M., et al. (2015). *Journal of Advertising Research*, 55, 2.

[Measuring Arousal in Consumer Research: A New EDA Signal Processing Method](#)

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[Consumer Behavior for Design of Workplace Utility Knives by Factors Analysis and Performance Evaluation](#)

Yu-Jen, L., Bor-shong, L., Pei-Yi, C. (2012). *The Asian Conference on Psychology & the Behavioral Sciences*.

[Examining the Influence of Fame in the Presence of Beauty: An Electrodermal ‘Neuromarketing’ Study](#)

Gakhal, B., Senior, C. (2008). *Journal of Consumer Behavior*, 7, 4.

[Analysis of Viewer EEG Data to Determine Categorization of Short Video Clip](#)

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Advertising ([search online](#))

[Predicting Advertising Success Beyond Traditional Measures](#)

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[Demographic Congruency, Advertisements, and Television Shows: The Effect of Advertisement Viewing on Television Show Evaluation](#)

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[Receptive to Bad Reception: Jerky Motion can Make Persuasive Messages More Effective](#)

Patel, H., et al. (2014). *Computers in Human Behavior*, 32.

[Sexual Orientation: A Peripheral Cue in Advertising?](#)

Ivory, A. (2007). *Virginia Polytechnic Institute and State University*.

[Using Interactive Program-Loyalty Banners to Reduce TV Ad Avoidance](#)

Dix, S., et al. (2010). *Journal of Advertising Research*, 50, 2.

Branding ([search online](#))

[A Comparative Investigation of the Emotional Nature of Brand and Interpersonal Love](#)

Langner, T., Schmidt, J., Fischer, A. (2015). *Psychology & Marketing*, 32, 6.

[Effects of Arousal, Centrality, and Familiarity on Brand Memory in Video Games](#)

Jeong, E.J., Biocca, F. (2012). *Computers in Human Behavior*, 28, 2.

[The Effectiveness of Branded Mobile Phone Apps](#)

Bellman, S., et al. (2011). *Journal of Interactive Marketing*, 25, 4.

[Brand Logo Placements in Violent Games](#)

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Emotions ([search online](#))

[The Effects of Technological Advancement and Violent Content in Video Games on Players' Feelings of Presence, Involvement, Physiological Arousal, and Aggression](#)

Ivory, J. D., Kalyanaraman, S. (2007). *Journal of Communication*, 57, 3.

[Anger as a Hidden Motivator: Associating Attainable Products with Anger Turns them Into Rewards](#)

Veling, H., Ruys, K. I., Aarts, H. (2012). *Social Psychological and Personality Science*, 3, 4.

[Feeling Good: Autonomic Nervous System Responding in Five Positive Emotions](#)

Shiota, M., et al. (2011). *Emotion*, 11, 6.

[Effects of Morbid Curiosity on Perception, Attention, and Reaction to Bad News](#)

Pinkerton, K., Zhou, S. (2008). *The University of Alabama McNair Journal*



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